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IN THE CLAIMS

Please cancel claims 2-5, 8, 15-18, 21, 28-31 and 34, and amend claims 1, 6-7, 9-10, 12-14, 119-20, 22-27, 32-33 and 35-39 as follows:

1. (CURRENTLY AMENDED) A method of collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[(a)]] extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[(b)]] obfuscating, but not eliminating, translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; and

[[(c)]] correlating the extracted usage data over a period of time using the obfuscated customer identifier or replacement identifier;

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

2. (CANCELED)

3. (CANCELED)

4. (CANCELED)

5. (CANCELED)

6. (CURRENTLY AMENDED) The method of claim 1, wherein the obfuscating translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

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7. (CURRENTLY AMENDED) The method of claim 1, wherein the ~~obfuscating~~ <u>translating</u> step comprises creating [[a]] <u>the</u> replacement identifier for the customer identifier from the extracted usage data.

8. (CANCELED)

9. (CURRENTLY AMENDED) The method of claim [[8]] <u>1</u>, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

10. (CURRENTLY AMENDED) The method of claim [[8]] <u>1</u>, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

11. (ORIGINAL) The method of claim 1, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

12. (CURRENTLY AMENDED) The method of claim 1, wherein the device sends the ~~viewing~~ usage data along with a usage identifier that is independent of the customer identifier.

13. (CURRENTLY AMENDED) The method of claim 12, wherein the ~~obfuscating~~ <u>translating</u> step comprises translating the customer identifier from the extracted usage data into [[a]] <u>the</u> replacement identifier using the usage identifier.

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14. (CURRENTLY AMENDED) An apparatus for collecting, storing and processing usage data from a device, comprising:

means for collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[(a)]] means for extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[(b)]] means for obfuscating, but not eliminating, translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; and

[[(c)]] means for correlating the extracted usage data over a period of time using the obfuscated customer identifier or replacement identifier;

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

15. (CANCELED)

16. (CANCELED)

17. (CANCELED)

18. (CANCELED)

19. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the means for obfuscating translating is performed only for extracted usage data associated with an "opt-neutral" customer.

20. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the means for obfuscating translating comprises means for creating [[a]] the replacement identifier for the customer identifier from the extracted usage data.

21. (CANCELED)

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22. (CURRENTLY AMENDED) The apparatus of claim [[21]] 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a translation function that produces a unique replacement identifier for every customer identifier.

23. (CURRENTLY AMENDED) The apparatus of claim [[21]] 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a translation function that produces a non-unique replacement identifier for every customer identifier.

24. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a one-way translation function that has an inverse function that is difficult to perform.

25. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the device sends the ~~viewing~~ usage data along with a usage identifier that is independent of the customer identifier.

26. (CURRENTLY AMENDED) The apparatus of claim 25, wherein the ~~means for~~ ~~obfuscating~~ translating comprises ~~means for~~ translating the customer identifier from the extracted usage data into [[a]] the replacement identifier using the usage identifier.

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27. (CURRENTLY AMENDED) An article of manufacture ~~embodying logic~~ comprising a computer program storage media storing instructions that, when read and executed by a computer, causes the computer to perform a method for collecting, storing and processing usage data from a device, ~~the logic~~ comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[(a)]] extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[(b)]] ~~obfuscating, but not eliminating,~~ translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer"; and

[[(c)]] correlating the extracted usage data over a period of time using the ~~obfuscated~~ customer identifier or replacement identifier;

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

28. (CANCELED)

29. (CANCELED)

30. (CANCELED)

31. (CANCELED)

32. (CURRENTLY AMENDED) The article of claim 27, wherein the ~~obfuscating~~ translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

33. (CURRENTLY AMENDED) The article of claim 27, wherein the ~~obfuscating~~ translating step comprises creating [[a]] the replacement identifier for the customer identifier from the extracted usage data.

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34. (CANCELED)

35. (CURRENTLY AMENDED) The article of claim [[34]] 27, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

36. (CURRENTLY AMENDED) The article of claim [[34]] 27, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

37. (CURRENTLY AMENDED) The article of claim 27, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

38. (CURRENTLY AMENDED) The article of claim 27, wherein the device sends the viewing usage data along with a usage identifier that is independent of the customer identifier.

39. (CURRENTLY AMENDED) The article of claim 38, wherein the obfuscating translating step comprises translating the customer identifier from the extracted usage data into [[a]] the replacement identifier using the usage identifier.

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